

FROM EXCLUSIVES

COMING SOON
Compile a complete case history for patients with headache

Headaches are a common complaint, and a complete case history for patients with headache is essential for diagnosis and management. Primary Care Optometry News is pleased to announce that we have compiled a complete case history for patients with headache, available in both print and digital formats. This new resource is available for purchase on our website at www.primarycareoptometry.com.

Micro insert technology potential option for emmetropic presbyopes

Micro insert technology offers a potential option for emmetropic presbyopes. This new technology allows for the insertion of a micro insert into the eye, which can be used to correct presbyopia. This technology is available for purchase on our website at www.primarycareoptometry.com.

Surgeon proposes keratoconus is caused by eye rubbing

Researcher proposes that keratoconus is caused by eye rubbing. This new research suggests that eye rubbing is a major factor in the development of keratoconus. This research is available for purchase on our website at www.primarycareoptometry.com.

2019 RATE CARD

Print

Effective Rate Date: January 2019 for all advertisers.

RATES

1. Black-and-White rates:

Frequency	King Page	Island/Half Page	1/4 Page
1x	\$4,895	\$3,475	\$1,715
6x	4,780	3,370	1,660
12x	4,640	3,295	1,600
24x	4,530	3,260	1,540
36x	4,475	3,200	1,520
48x	4,345	3,150	1,500
60x	4,260	3,110	1,470
72x	4,245	3,055	1,455
96x	4,195	3,000	1,425
120x	4,150	2,945	1,400

Color: In addition to earned black-and-white rates.

Charge per color per page or fraction	
	One Page
2 Color Matched	\$1,750
2 Color Standard	1,200
4 Color	2,000
4 Color + Metallic	3,500
5 Color	3,400
Metallic	1,500

2. Rates:

- Earned rates** are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Each full page of an insert counts as one insertion.
- Agency commission:** Fifteen percent (15%) gross billings on space, color, cover, and preferred position charges.
- Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.

3. Bleed: No charge

4. Covers and Special Positions:

- Covers:**
 - Second cover:** Earned b/w rate plus 25%. Color additional.
 - Third cover:** Earned b/w rate plus 15%. Color additional.
 - Fourth cover:** Earned b/w rate plus 50%. Color additional.
- Special Positions:**
 - 1st Run of Book:** Earned b/w rate plus 15%. Color additional.
 - Center spread:** Earned b/w rate plus 25%. Color additional.

5. Online Advertising Rates: Please contact your sales representative for more information.

6. Recruitment/Classified Rates: Please contact your sales representative at 800-257-8290.

Advertising Office: **SLACK Incorporated**

Scott Wright
 Group Sales Director, Eye Care
swright@healio.com, ext. 363

Laura Renna
 National Account Manager
lrenna@healio.com, ext. 359

David Gordon
 National Account Manager
dgordon@healio.com, ext. 687

Send Product insertion orders and ad materials to:

Wanda Granato,
 Sales Administrator
wgranato@healio.com, ext. 451

6900 Grove Road
 Thorofare, NJ 08086-9447
 856-848-1000 • 800-257-8290
 Fax 856-848-6091

Send inserts and BRCs to:

Jesse Davis
 PRIMARY CARE OPTOMETRY NEWS
 LSC Communications
 13487 S. Preston Highway
 Lebanon Junction, KY 40150-8218

DISCOUNTS

- 1. Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
- 2. Global Continuity Incentive:** Advertisements for an individual product are eligible for a discount based upon the number of insertions placed in SLACK publishing's eye care newspapers (all global editions of OCULAR SURGERY NEWS plus PRIMARY CARE OPTOMETRY NEWS). Insertions do not need to be consecutive. This program may not be combined with the Comprehensive Marketing Incentive.
 - a) 3-6 insertions: 10% off
 - b) 7-12 insertions: 15% off
 - c) 13+ insertions: 20% off
- 3. Comprehensive Marketing Incentive:** Advertisers may be eligible for a customized incentive program based upon a total 2019 investment in promotional, marketing and educational services provided through all global print and online editions of SLACK publishing's eye care newspapers, OCULAR SURGERY NEWS and PRIMARY CARE OPTOMETRY NEWS, and/or associated live non-CME educational events. Contact your sales representative for details.
- 4. SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2019 and earn valuable discounts in 2020. Spend levels achieved in the year 2019 will determine your Corporate Discount savings in 2020 based on a total net spend.
- 5. 2019 Eye Care Discounts (programs not cumulative):**
 - a) **Buy 3, Get 1 Free:** Place an ad in 3 issues and get a 4th ad free.
- 6. When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross Cost:

 - a) Less Global Continuity Incentive or Comprehensive Marketing Incentive
 - b) Less SLACK Corporate Discount
 - c) Less 15% Agency Discount

Equals Net Cost

ISSUANCE AND CLOSING

- 1. Established:** February 1996
- 2. Frequency:** 12 times per year
- 3. Issue Dates:** 1st of each month
- 4. Mailing Date and Class:** Mails first week of the issue month; Periodical class
- 5. Extensions and Cancellations:**
 - a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
 - b) **Cancellations:** If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

- 1. General Editorial Direction:** PRIMARY CARE OPTOMETRY NEWS strives to be the optometric professional's definitive information source by delivering timely, accurate, authoritative and balanced reports on clinical issues, socioeconomic and legislative affairs, ophthalmic industry and research developments, as well as updates on diagnostic and therapeutic regimens and techniques to enhance the quality of patient care.
- 2. Average Issue Information:**
 - a) **Average number of articles per issue:** 17
 - b) **Average article length:** 750 words
 - c) **Editorial departments and features:**
 - Regulatory/Legislative
 - Contact Lenses and Eye Wear
 - Cornea/External Disease
 - Glaucoma
 - Therapeutics
 - Retina/Vitreous
 - Technology
 - Practice Management
 - Low Vision/Geriatrics
 - Ophthalmic Research
 - What's Your Diagnosis?
 - Cataract Surgery
 - Meetings and Courses
 - Products and Services
 - Industry News and Research
 - Refractive Surgery
 - Primary Care Optometry
 - Comanagement
 - Pediatrics
 - Nutrition
 - PCON CE
- 3. Origin of Editorial:**
 - a) **Staff Written:** 50%
 - b) **Solicited:** 30%
 - c) **Submitted:** 5%
 - d) **Articles or abstracts from meetings or other publications:** 15%

CIRCULATION

- 1. Description of Circulation Parameters:** Optometrists, optometry students and others allied to the field
- 2. Demographic Selection Criteria:**
 - a) **Prescribing:** N/A
 - b) **Circulation:** 35,751
 - c) **Paid information:** Association members: N/A
Is publication received as part of dues: No
 - d) **Subscription rate:** U.S. \$391/yr. Individual; Canada: add 5% GST
Outside the U.S.: add \$89
- 3. Circulation Verification:**
 - a) **Audit:** BPA Worldwide
 - b) **Mail House:** LSC Communications
- 4. Coverage:**
 - a) **Date and Source of Breakdown:** BPA Worldwide, June 2018
- 5. Estimated total circulation for 2019:** 35,751/issue

GENERAL INFORMATION

- 1. Requirements for Advertising Acceptance:** Professional and non-professional products or services are accepted, provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date.
- 2. New Product Releases:** Yes
- 3. Editorial Research:** Yes
- 4. Ad Format Placement Policy:**
 - a) **Format:** Within articles
 - b) **Are ads rotated?:** Yes
- 5. Ad/Editorial Information:** 50/50 Ad/Edit Ratio
- 6. Value-added Services:**
 - a) **Bonus distribution** (see editorial calendar)
 - b) **Other:** Advertiser's Index
- 7. Online Advertising Opportunities:** Contact your sales representative for more information.
- 8. Additional Advertising Opportunities**
 - a) **BRC inserts:** See Insert Information under 5b for specifications
 - b) **Split-run advertising:** Contact publisher for information.
- 9. Reprint Availability:** Yes, email reprints@slackinc.com.
- 10. Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.
- 11. Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
- 12. Competitor Information:** PRIMARY CARE OPTOMETRY NEWS does not accept advertisements that contain competitor(s)' names, publication covers, logos or other content.
- 13. Advertorials:** In order to be considered for acceptance, advertisements or inserts that contain text or copy describing a product must be substantially different in text and font of the receiving publication, and the word "Advertorial" or "Advertisement" must be prominently displayed in 10 pt. black type, in all caps, at the center top of each page.
- 14. Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Trim sizes:	
	Width	Height	Width	Height
King Spread	20.5"	x 13.5"	21"	x 14"
King Page	10"	x 13.5"	10.5"	x 14"
Island ½ Page	7.13"	x 10"	7.63"	x 10.5"
Island Spread	14.6"	x 10"	15.1"	x 10.5"
¼ Page (Vertical Block)	4.68"	x 6.25"	5.18"	x 6.75"
¼ Page (Horizontal Block)	7.13"	x 4.75"	7.63"	x 5.25"
¼ Page (Vertical Strip)	2.23"	x 13.5"	2.73"	x 14"
¼ Page (Horizontal Strip)	10"	x 3"	10.5"	x 3.5"

- a) Trim size of journal: 10.5" x 14"
- b) To view thumbnails of ads specs, visit healio.com/slackadspecs
For spread ads, keep content (images/text) ¼" in on each side of the gutter
For bleed ads, add ⅛" on all sides of trim size.

- 2. Paper Stock:
 - a) Inside pages: 40 lb. text
 - b) Covers: 70 lb. cover
- 3. Type of Binding: Saddle-stitch
- 4. Print Ad Requirements: For specifications, go to: healio.com/slackadspecs

Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed.

Note: Spread ads should be sent as a one-page file.

Ad File Submission: Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the SLACK ftp site. Contact the sales administrator for ftp instructions.

- 5. Disposition of Ad Material: Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

INSERT INFORMATION

1. Availability and Acceptance:

- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue.
- b) **Acceptance:** A paper and insert sample must be submitted to the Publisher for approval.

2. Insert Charges:

- a) **Furnished inserts:** Billed at black-and-white space rate at frequency earned on a page-for-page basis, plus an \$850 non-commissionable tip-in charge.
- b) A-size inserts charged at the island/half page rate.
- c) Tabloid-size inserts charged at the king page rate.

3. Sizes and Specifications:

No. of Pages	Paper Stock		Max Micrometer Reading
	Max	Min	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

- a) **Full size inserts:** supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.
- b) **A-size:** Supply size: 8½" x 11" pre-trimmed on head and face. ⅛" foot trim.
- 4. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ⅜" from gutter trim. Inserts are jogged to the foot. Book trims ⅛" at head face and foot.
- 5. **BRCs:**
 - a) **Pricing:** When accompanied by a minimum of an island/half page, a tip-in fee of \$850 is charged; non-commissionable.
 - b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.
- 6. **Quantity:** Full run — 39,000 (estimated). Exact quantity will be given upon Publisher's approval of insert or call Publisher prior to closing date.
- 7. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.

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2019 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/3/2018	12/18/2018	Diagnosing Systemic Care		
February	1/2/2019	1/18/2019	Astigmatism Management	Hawaiian Eye	SECO
March	2/1/2019	2/15/2019	Pain & Inflammation Management	SECO	Vision Expo East
April	3/1/2019	3/18/2019	Glaucoma	Vision Expo East, American Glaucoma Society	
May	4/1/2019	4/16/2019	Dry Eye Diagnostics		
June	5/1/2019	5/16/2019	Management of the Presbyopic Patient	ARVO, ASCRS	Optometry's Meeting (AOA)
July	6/3/2019	6/17/2019	Instrumentation & Technology	Optometry's Meeting/AOA	
August	7/1/2019	7/17/2019	Dry Eye Treatment		
September	8/1/2019	8/16/2019	Contact Lenses		Vision Expo West
October	9/3/2019	9/18/2019	Imaging & Diagnostics	Vision Expo West	American Academy of Optometry
November	10/1/2019	10/17/2019	Managing the Surgical Patient	American Academy of Optometry, American Academy of Ophthalmology	
December	11/1/2019	11/15/2019	Posterior Segment Inflammation		

Note: Editorial content subject to change